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**JRL GROUP ANNOUNCES NEW LICENSING PARTNERSHIP FOR
ENCYCLOPAEDIA BRITANNICA**

Deerfield, Illinois, January 5, 2009-JRL Group, a leading full-service licensing agency specializing in corporate brands, announced today that it has negotiated a new licensing agreement for Southlake, Texas based Tek Nek Toys International to develop and market a new line of Electronic Learning Aides and Puzzles under the Encyclopaedia Britannica brand.

"Encyclopaedia Britannica has educated the world and with this exciting new licensing program we are creating new opportunities to extend our brand name," stated Steve Gilberg, Executive Director, International Licensing at Encyclopaedia Britannica. "We look forward to our partnership with Tek Nek Toys and to delivering educational products that stimulate curious minds everywhere."

"We are delighted to be collaborating with such a prestigious brand as Encyclopaedia Britannica," says Jerry Gibson, President and CEO of Tek Nek Toys. "They are one of the world's most trusted providers of learning and knowledge products and the quintessential partner for Tek Nek Toys. We are excited to develop and market products that will compliment their core line."

This partnership, among others, is the beginning of a wide array of Encyclopaedia Britannica-branded educational products to be sold at retail and online.

About JRL Group _

JRL Group, headquartered in Deerfield, Illinois, is a full-service licensing and marketing agency specializing in the development and extension of corporate brands, trademarks,

and sports and entertainment properties. JRL Group represents a broad range of clients in automotive, retail, sports, entertainment, publishing, and home fashion industries. The company's website address is www.jrlgroup.com.

About Encyclopaedia Britannica

Encyclopaedia Britannica, Inc. (www.britannica.com) is a leader in reference and education publishing whose products can be found on many media, from online to mobile phones to books. A pioneer in electronic publishing since the early 1980s, the company continues to publish the 32-volume *Encyclopaedia Britannica*, along with a variety of educational Web sites and software serving both the consumer and institutional markets. Britannica's editorial operation is overseen by some of the world's most distinguished scholars. The company makes its headquarters in Chicago.

About Tek Nek Toys

Best known for developing unique toys that stimulate creativity and encourage interaction, Tek Nek Toys International, L.P. offers a wide range of ride-ons, rockers, spring rockers, educational aides and role play sets. Toy quality and customer satisfaction are primary concerns for the company which incorporates substance and value into each of its toys to deliver best-in-class products. Formed in 1997, Tek Nek is based in Southlake, Texas. The company's website address is www.teknekt toys.com